

Imagine

How You Can Benefit From Canada's Trade Commissioner Service

Languages Canada Conference: "Bridges to the Future"
Tuesday, March 3rd, 2015

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Department of Foreign Affairs, Trade and Development Canada

International Education in Canada

Federal Government

- **DFATD**, CIC, IC, ESDC, IDRC, AANDC, Granting Councils
- Support internationalization of education & research, promote partnerships & multilateral engagement
- Client service

Provincial/Territorial Governments

- Council of Ministers of Education, Canada (CMEC)
- Council of the Federation International Education Market Plan
- Provide leadership in education at the pan-Canadian & international levels
- P/T regulation & international strategies

National/Regional Associations

- AUCC, CICan, CBIE, Languages Canada, CAPS-I, CAIS, CALDO, U15, Polytechnics Canada, WUSC, CEGEP International, EduNova etc.
- Advocate and provide service to their members & promote international linkages

Institutions and other TCS clients

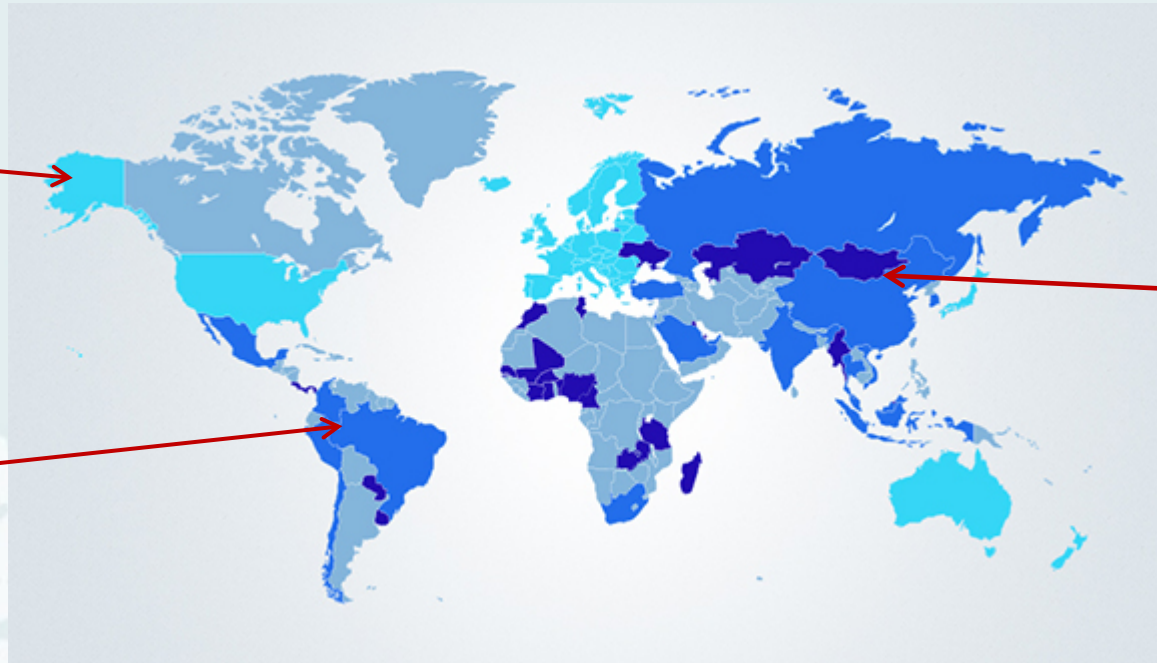
- Export education services
 - Recruit international students
- Internationalization strategies
- Ensure program quality & carry brand promise

The Global Market Action Plan

Focusing on Priority Markets

Established
Markets

Emerging
Markets –
Broad
Canadian
Interests



Emerging
Markets –
Specific
Canadian
Interests

The **Global Markets Action Plan (GMAP)** will continue to guide Canada's economic growth now and into the future.

Key elements of the plan include targeting the markets that matter to Canadian businesses and ensuring that Canada's interests are advanced in those markets.

International Education Strategy (IES)

Six Priority Markets : Brazil, China, India, Mexico, Vietnam
Middle East and North Africa, including Turkey



Canada's International Education Strategy

Harnessing our knowledge
advantage to drive innovation
and prosperity



While providing flexibility to accommodate innovative programs
in both mature and emerging markets

The Benefits of International Education

A Leading Service Export

- Creating jobs and economic growth

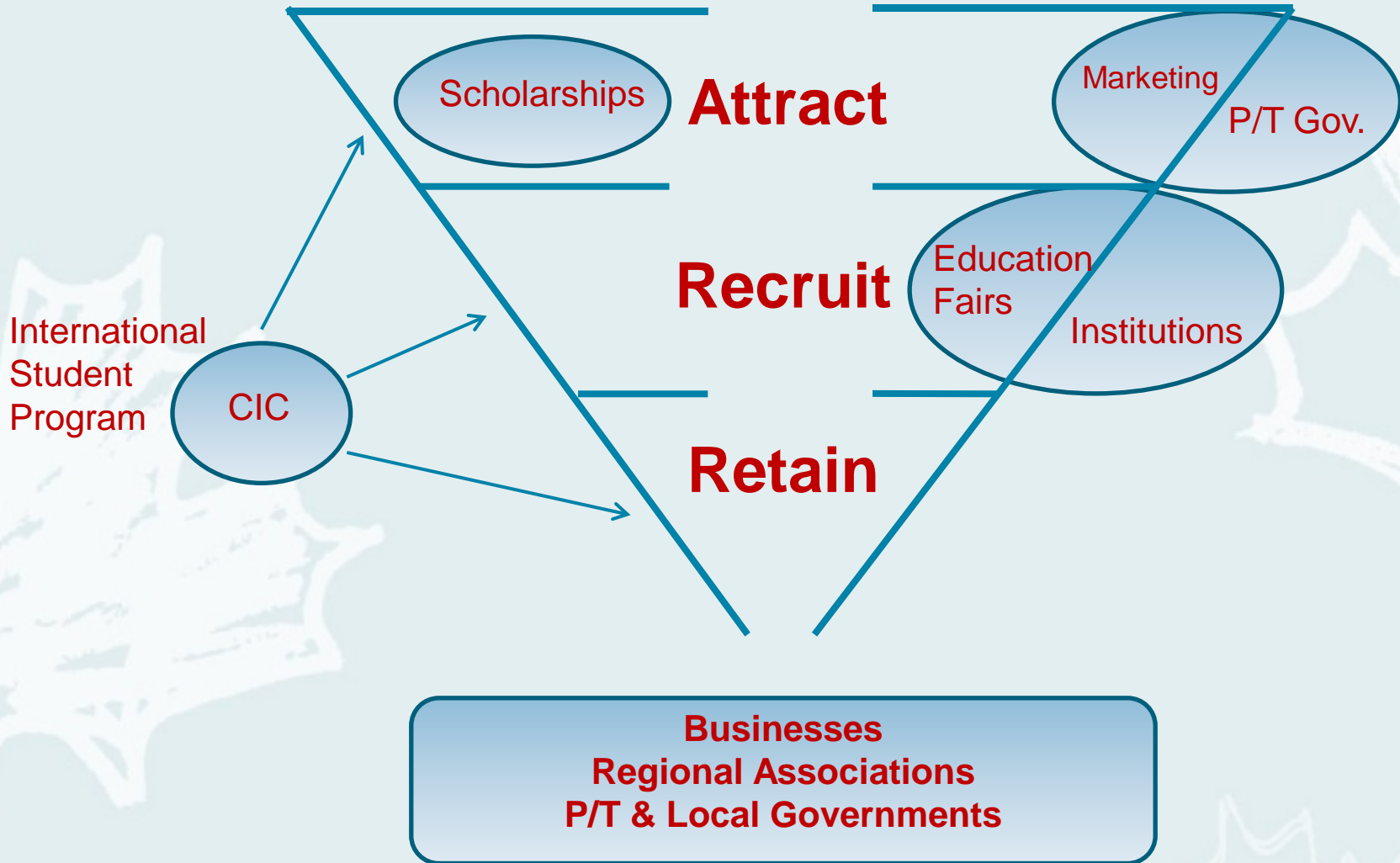
Address Skills Shortages & Demographic Imbalances

- Tens of thousands of highly skilled former international students become temporary or permanent residents each year

Research, Development, Innovation & Commercialization

- The mobility of knowledge

From Attraction to Retention



Trade Commissioner Service (TCS)

Four Core Trade Commissioner Services

Preparation for
International Markets

Market Potential
Assessment

Qualified Contacts

Problem Solving

Trade Commissioner Service (TCS)

Prepare for International Markets

Trade Commissioners in Canada help clients:

- Determine whether they are internationally competitive;
- Decide on a target market;
- Collect market and industry information; and
- Enhance their international entry strategies to achieve success.



Trade Commissioner Service (TCS)

Find Qualified Contacts

Qualified contacts can bolster your success and provide valuable local knowledge:

- Based on establishing relationships with the right stakeholders and decision makers in education;
- To identify the untapped regions wherein Canadian educational suppliers can compete; and
- To understand the perception of the key stakeholders as well as the strengths and weaknesses of the competitors.

Trade Commissioner Service (TCS)

Asses Your Market Potential

Trade Commissioners in Canada and abroad can help clients assess their market potential.

We provide clients with:

- market intelligence; and
- advice on improving their market penetration strategy.



Trade Commissioner Service (TCS)

Resolve Business Problems

Issues are bound to arise. Whatever it is, we are here to help.

The Canadian Trade Commissioner Service

Everywhere you do business

tradecommissioner.gc.ca



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

Edu-Canada Services

Promotional and Partnership Events

- Edu-Canada Fairs, networking events, media tours, workshops

Promotional Material

- Brochures, presentations, guides, testimonials, videos

Market Intelligence

- Webinars, market reports

Resources

- Canada Course for Education Agents
- Trade Commissioners across Canada and around the world
- DFATD-commissioned reports

Tools

- Edu.Canada.ca
- Edu-CanadaPRO.gc.ca
- Educationau-inCanada.ca
- Imagine.cmec.ca
- Scholarships.gc.ca

Imagine Education au/in Canada

- Refreshed *Imagine Education au/in Canada* Brand look and messaging tailored to each audience.
- Tailored marketing campaign in priority markets.



Marketing Components

- Social Media
- Cross promotion at other trade sector events



Edu-Canada Education Fairs

In 2013-2014

- **80 Universities, 68 colleges, 83 K-12, and 44 language institutions visited over 50 countries, including:** Argentina, Austria, Brazil, Chile, China, Colombia, Czech Republic, Dominican Republic, Ecuador, France, Italy, India, Japan, Jordan, Korea, Kazakhstan, Mexico, Mongolia, Peru, Philippines, Russia, Turkey, Thailand, Ukraine, Uruguay, United States, Vietnam, Venezuela



Edu-Canada PRO

Learn about

the Trade Commissioner Service, events, market intelligence, scholarships and research opportunities.

International Scholarships Program

Short-term exchanges for students from Latin America & Caribbean

Long-term awards, under bilateral or multilateral agreements (Canada US Fulbright, Canada China Scholars' Exchange Program)

Foreign Government awards for Canadian students to study or research abroad

Special projects, activities, value-added components, such as the annual Democracy Study Tour of the Emerging Leaders in the Americas Program

www.scholarships.gc.ca

www.bourses.gc.ca

Edu-Canada.ca

Edu-CanadaPro.gc.ca

Imagine.cmec.ca

Educationau-inCanada.ca

Scholarships.gc.ca



Foreign Affairs, Trade and
Development Canada

Affaires étrangères, Commerce
et Développement Canada



Welcome | Bienvenue

Edu-Canada

Édu-Canada

Edu-CanadaPRO.gc.ca

The screenshot shows the website for the Canadian Trade Commissioner Service, specifically the Edu-Canada PRO section. The page features a navigation bar with links for Export, Innovate, Invest, Education, and Our Network. A search bar is located in the top right corner. The main content area includes a large banner image of a trade show booth with the text 'Imagine Credenciamer' and 'Edu-Canada PRO'. Below the banner, there are three columns of text: 'Market Reports', 'Get Support', and 'Events'. At the bottom, there are three featured sections: 'Education au/in Canada', 'Canada's International Education Strategy', and 'INTERNATIONAL SCHOLARSHIPS'. The footer contains 'Terms and Conditions | Transparency' and a date modified: '2014-10-03'. Three red arrows point from callout boxes to specific parts of the page: one to the 'Market Reports' section, one to the 'Events' section, and one to the 'Sign Up to the Trade Commissioner Service' callout box.

Government of Canada / Gouvernement du Canada

Canada.ca | Services | Departments | Français

The Canadian Trade Commissioner Service

Canada

Export · Innovate · Invest · Education · Our Network

Home » Education

Market Reports & Intelligence

Edu-Canada PRO

Learn about the Trade Commissioner Service, events, market intelligence, scholarships, and research opportunities.

Education Events

Market Reports

Our education officers and trade commissioners abroad offer education [marketing information and services](#) to Canadian businesses and institutions.

Get Support

Access our [network of trade commissioners](#) in Canada or abroad for practical advice on foreign markets and on-the-ground intelligence in the education sector.

Events

[Get info](#) on both recruitment events promoted by Canada's embassies and consulates abroad, and partnership events with Canada's education sector stakeholders.

Sign Up to the Trade Commissioner Service

International Education Professionals in Canada

[Sign up](#) as a business person on the Trade Commissioner Service website and choose "I represent a Canadian educational Institution or association." This will give you access to Edu-Canada Pro market intelligence and other key documents. You will also find upcoming Edu-Canada events and contact information for education officers in Canada and abroad. Edu-Canada will help you stay informed.

Education au/in Canada

Canada's official education portal for International Students.

Canada's International Education Strategy

Harnessing Our Knowledge Advantage to Drive Innovation and Prosperity.

INTERNATIONAL SCHOLARSHIPS

[International Scholarships](#)

International Scholarships available for Canadians and Non-Canadians for study/research in Canada or abroad

[Share this page](#)

Date Modified: 2014-10-03

Terms and Conditions | Transparency

Edu-CanadaPRO.gc.ca

A report on...

***The English Language Sector in
Australia and Its Importance to
International Education***

**...by the High Commission of Canada in
Australia**

Edu-CanadaPRO.gc.ca

The Canadian Trade Commissioner Service

Canada

[Export](#) ▾ [Innovate](#) ▾ [Invest](#) ▾ [Education](#) ▾ [Our Network](#) ▾

[Home](#) > [Sign Up](#) > [Sign up as a Business person from a Canadian Company](#)

Sign up as a business person

Company owners, executives, managers, employees, associations and educational institutions, sign up with the Canadian Trade Commissioner Service (TCS) to access TCS market reports and key business documents.

Opt in! To receive updates on trade missions, webinars and business events, **check the box** beside "I would like to receive free email notifications" at the bottom of the page.

Email Address **(required)**

Confirm Email **(required)**

Create Password **(required)**
Case sensitive, 6-15 characters, no spaces.

Confirm Password **(required)**

First Name **(required)**

Last Name **(required)**

Legal Name of company, association and educational institution **(required)**

Title **(required)**

Address **(required)**

Sign up for the Trade Commissioner Service

- Only takes 5 minutes!
- Access international education market reports, event listings for education fairs, webinars, scholarship programs, and more.
- Trade Commissioners can help assess your market potential, reduce business costs and risks, find qualified contacts and resolve business problems

Edu-CanadaPRO.gc.ca

- I represent a Canadian educational Institution or association
 I am a business woman or work for a woman-owned company (optional)

Select the phrase below that best describes your company or organization **(required)**

Exporter - looking to export for the first time

Has your company or organization previously used TCS services? **(required)**

Yes

Select your sectors of interest:

- | | |
|---|--|
| <input type="checkbox"/> Aerospace | <input type="checkbox"/> Forestry and Wood Products |
| <input type="checkbox"/> Agriculture and Processed Foods | <input type="checkbox"/> Industrial Machinery |
| <input type="checkbox"/> Arts and Cultural Industries | <input type="checkbox"/> Information and Communications Technologies |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Infrastructure |
| <input type="checkbox"/> Chemicals and Plastics | <input type="checkbox"/> Life Sciences |
| <input type="checkbox"/> Consumer Products | <input type="checkbox"/> Mining |
| <input type="checkbox"/> Defence and Security | <input type="checkbox"/> Ocean Technologies |
| <input checked="" type="checkbox"/> Education | <input type="checkbox"/> Oil and Gas |
| <input type="checkbox"/> Financial and Insurance Services | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Fish and Seafood | <input type="checkbox"/> Sustainable Technologies |
| | <input type="checkbox"/> Tourism |
| | <input checked="" type="checkbox"/> Transportation |
| | <input type="checkbox"/> Wine, Beer and Spirits |

Other

Select countries of interest **(required)**

Hold the CTRL key to select more than one country.

No particular region/country
Afghanistan
Albania
Algeria
American Samoa

Receive education-related notifications by E-mail

I would like to receive free email notifications from the Canadian Trade Commissioner Service (TCS).

When related to my sector and markets of interest, the TCS may send me email notifications regarding TCS services or upcoming events and opportunities such as seminars, trade shows and webinars. I can unsubscribe from this service at any time.

Language of correspondence

- English
 French

Submit

Thank You!

Questions?

Edu-Canada Contacts

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Pakistan, Bangladesh and Sri Lanka

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Visit.....www.Edu-Canada.ca

Contact us.....edu-canada@international.gc.ca